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DOCUMENT-IDENTIFIER: US 6415264 B1
TITLE: System and method for determining a posting payment amount

Brief Summary Text (5):
Two types of such on-line services will now be briefly described. In a classified
advertisement, or "classifieds," type of service, a seller can advertise ("post") an
item to be sold at a particular price. When a buyer agrees to purchase the item at
that price, the item is sold to the buyer. The post (i.e. the advertisement) may
include, for example, the type of item, the condition of the item, any peripherals
included with the item, and the price of the item.

Detailed Description Text (24):
On the other hand, the second seller has completed eight sales with two unsatisfied
buyers and is assigned a reputation of 75%. In this case, a higher posting payment
amount may be offered to the first seller as compared to the second seller, even
when both are selling identical items. Moreover, the reputation of a seller may
change the final selling price of an item--a seller with a poor reputation may
receive few offers. Of course, if the seller has not previously sold an item, a new
entry in the seller database 300 can be created and a "default reputation"
percentage may be assigned.

Detailed Description Text (27):
The condition of an item being sold may also be used to determine the expected
value. FIGS. 6A and 6B are tabular representations of a CIS table 600 and a
condition pricing table 650 of the posting database 500 shown in FIG. 2 according to
an embodiment of the present invention. As shown in FIG. 6A, the CIS includes an
item class 605, an item type 610, a year made 615 and an item condition 635. As
shown in FIG. 6B, the condition pricing table includes a number of condition classes
and associated price adjustments. In particular, the condition pricing table
includes "mint" 655, "very good" 660, "good" 665, "OK" 670, "needs work" 675 and
"poor" 680 condition classes and associated price adjustments. For example, a camera
that would otherwise be expected to sell for $100, may be adjusted to have an
expected selling price of $106 if it is in "very good" condition ("+$6"). There may
be different condition of item tables for different items.

Detailed Description Text (28):
According to another embodiment of the present invention, the peripherals included
with an item may be used to determine the expected selling price and/or the posting
payment amount. For example, the expected selling price may be determined as
follows:

Detailed Description Text (30):
The condition of item sheet portion of the posting database 500 may include entries
related to peripherals included with the item being sold. For example, as shown with
respect to the camera in FIG. 6A, the peripherals include a case 620, a flash 625
and a tripod 630. FIG. 7 is a tabular representation of a peripheral pricing portion
of the posting database 500 according to this embodiment of the present invention.
The peripheral pricing table includes an item class 710, a peripheral one 720, a
peripheral two 730 and a peripheral three 740. Although, any number of peripherals
may be referenced. For example, a camera having a base price of $100 may be assigned
an expected selling price of $130 if a case ("+$8") and a flash ("+22") are

included.

Detailed Description Text (31):
Other values that may be used to determine the expected selling price and/or the
posting payment amount include the seller's reputation and the number of similar
items currently posted on the site. For example, a good reputation may increase the
expected selling price, but a large number of similar items on the site may decrease
the expected selling price.

Detailed Description Text (34):
where X is a percentage of the expected selling price used by the posting site to
encourage people to purchase or bid for the item. Different item classes and types
of items may have different values for X. Y represents a reputation score for the
seller, as described with respect to FIG. 7.

Detailed Description Text (47):
At 910, a blank CIS is output and a completed CIS is received by the posting site
device, including, for example, the condition of the item and any peripherals
included with the item. An expected selling price (or expected final bid amount in
the case of an auction) is determined at 912, such as by examining past sales for
similar items and adjusting for the condition of the item and the peripherals
included with the item. An appropriate floor price is determined at 914, based on
the expected selling price and reputation of the seller, and a record for the item
is created in a database at 916.

Detailed Description Paragraph Equation (2):
expected selling price=base price+peripheral values,

Detailed Description Paragraph Equation (3):
floor price=(expected selling price)*(X%)*(Y%),

Other Reference Publication (7):
"eBay-Your Personal Trading Community", (http://www.ebay.com) download date Feb. 18,
1999.

Other Reference Publication (8):
"eBAY New Item", (http://pages.ebay.com/aw/newitem.html), download date Feb. 18,
1999.

Other Reference Publication (9):
"eBAY User Agreement--Fees and Credits",
(http://pages.ebay.com/aw/agreement-fees.html), download date Feb. 18, 1999.